

Ideation Phase

Empathize & Discover

Date	11 November 2022
Team ID	PNT2022TMID05906
Project Name	IoT enabled smart farming application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.

